

# Placements

## Introduction

The purpose of this training program is to Prepare you for various steps of the selection process for interview, such as

- Resume Writing
- Cover letter writing
- Assessment tests.
- Group Discussion
- Interview

At the start of your career it is ok to be confused or even a bit nervous about these things But Don't worry, in this training, we will give you a step by step guide for each of these things, so that you can grab internship or job of your choice without any stress and at the earliest.

We will begin by talking about two types of placements that you can sit for

1. On Campus placement
2. Off campus placement

## On campus Placement :

It is a placement drive organized in colleges to help students in their final year of college to get recruited in a company.

The companies that come for placement almost never go empty handed & always hire a no. of students they come for.

The type of companies or brands that come to college for hiring are determined by the reputation of the college.

This also sometimes depend upon how proactive a **T&P** (Training and Placement) department of college is ? and how diligently it works to get companies to get to the campus.

Mostly you will see bigger brands coming to top colleges and average brands and start-ups may visit lesser ranking colleges.

Visiting companies usually has their own criteria for selection and hiring candidates.

There are number of rounds and assessments that students have to go through while applying for on campus placement.

Usually these are :

- Written subject specific assessment
- Group Discussion
- Aptitude test
- An interview round with panelists who come from company

Sometimes there could be multiple rounds of interviews but generally there are two

- 1) Core skills assessment interview
- 2) ) HR interview

for applying for on campus placements, the students have to be ready with their updated resume.

A cover letter is almost never needed when sitting for on-campus placements.

## Off campus Placement :

Off campus placements are the placements that happen off the compur premises.

For this, the student have to apply directly to the company where he/she wants to work.

for applying for off campus placements, you can use various job portals like

- [Nowkri.com](https://www.nowkri.com)
- Shine
- Indeed Timer Job
- Internhala

For freshers jobs and internships

Most of the companies posts job requirements on one or mone of these portals & you can go on those sites and check if you find any job opening relevant for you. also when going for job hunting on these portals be ready with your resume.

Apart from job portals, now a days companies also posts job requirements on social media platforms such as

- LinkedIn
- Instagram
- Facebook

So, be sure to check out of these as well for the companies where you want to apply, follow their pages to knows if there is any job posting relevant for you.

Other avenues of off campus Placements are :

a) Referrals through your seniors :

If you have any seniors you are in good terms with and they are working in a company of your choice, you can ask them to refer you to that company in case they have openings.

b) Direct Walk-ins :

As the name suggests, it allows you to directly walk into a company for an Interview, without any prior appointment. This does not mean you can go anytime, anyday.

Actually, companies organizer direct walk-in interview on certain days and have certain time slots which are usually mentioned in the companies website or their social media pages,

Since the college is not involved in off campus placements, it is a good way of applying to any company of your choice, and shrinking off your college reputation.

So, if you belongs to not so a good college, & has always being worried about how it will reflect in your carrier, you can take a breath since off campus placement allows you to showcase your skills to get a job.

So, if you have a right skills, then you can approach your dream company and apply for a position with them even if they do not visit your campus For Recruitment.

There is no restrictions on which company you can apply to. Till the time you have openings for the job role, of your choice.

while going for off campus placements, there are usually more rounds than in an on campus placements. you may have to go through

1. multiple subject specific assessment tests
2. aptitude test
3. group discursion (may or may not take place)
4. multiple interview rounds, since their is no panel but different individual of company who will interview you.

So by one can be an HR interview followed

1. Interview with the team manager
2. Interview with the HOD
3. Interview with CEO (if compony is small)

for applying for off campus, one needs resume and cover letter for each company that you apply to.

## Pros/Benefits of on campus Placements :

### 1) Save time and Energy :

Since, the company the recruiters come to the college to recruit students, students do not have to reach out to the company to check if they have any opening or go about travelling to various companies to give interviews, and anything happens at one place only. thus it saves time, money, and energy, needed to job hunting.

So, if the campus placement is good in a college, then no student end up getting not placed in a company before the last years of college is even over.

### 2) limited competition. :

In on campus placements, students have to compete with their peers only, and not with the entire community, thus, the competition limited.

It is fairly easy to impress the recruiters from small group of aspirants as compared to off campus placements where student is competing not just a student from their own college but also with students from many colleges across the country

### 3) College and Company rapport benefits :

Many prestigious colleges have a good rapport with big brands who come to the colleges to recruit best students.

students can use this opportunity to get placed in good company when they come for hiring on campus.

### 4) References are not necessary :

References are an added benefit of off campus placements, But not required for on campus placements.